

MEMORANDUM

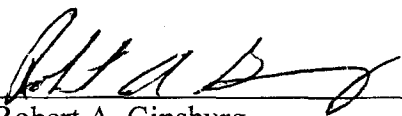
PSC
Agenda Item No. 3 (F)

TO: Honorable Chairperson Barbara Carey-Shuler, Ed. D. **DATE:** October 12, 2004
and Members, Board of County Commissioners

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution for Inkind
Services from MDPD and
MDFR for Exponica Intl.,
Inc.'s "La Feria de las
Americas" Event

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Rebeca Sosa.



Robert A. Ginsburg
County Attorney

RAG/dc



MEMORANDUM

(Revised)

TO: Hon. Chairperson Barbara Carey-Shuler, Ed.D.
and Members, Board of County Commissioners

DATE: October 5, 2004

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No.

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor

Agenda Item No.

Veto _____

Override _____

RESOLUTION NO. _____

RESOLUTION AUTHORIZING PROVISION OF IN-KIND SERVICES FROM THE MIAMI-DADE POLICE AND FIRE DEPARTMENTS FOR EXPONICA INTERNATIONAL, INC.'S "LA FERIA DE LAS AMERICAS" EVENT AT THE YOUTH FAIR SITE ON NOVEMBER 12-14, 2004 IN AN AMOUNT NOT TO EXCEED \$57,720.04

WHEREAS, Exponica International, Inc. has requested in-kind services from the Miami-Dade Police and Fire Departments in an amount not to exceed \$57,720.04 for its "La Feria de las Americas" event, which will be held November 12-14, 2004 at the Youth Fair Site (see attached Fee Waiver/In-Kind Service Application); and

WHEREAS, "La Feria de las Americas" is a County event,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that

Section 1. This Board approves a waiver of fees for the provision of in-kind services from the Miami-Dade Police Department, including all necessary supplies, labor and equipment, in an amount not to exceed \$51,675.04 for Exponica International, Inc.'s "La Feria de las Americas" event, which will be held November 12-14, 2004 at the Youth Fair Site

Section 2. This Board approves a waiver of fees for the provision of in-kind services from the Miami-Dade Fire Department, including all necessary supplies, labor and equipment, in an amount not to exceed \$6,045.00 for Exponica International, Inc.'s "La Feria de las Americas" event, which will be held November 12-14, 2004 at the Youth Fair Site.

The foregoing resolution was sponsored by Commissioner Rebeca Sosa and offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Dr. Barbara Carey-Shuler, Chairperson

Katy Sorenson, Vice-Chairperson

Bruno A. Barreiro

Betty T. Ferguson

Joe A. Martinez

Dennis C. Moss

Natacha Seijas

Sen. Javier D. Souto

Jose "Pepe" Diaz

Sally A. Heyman

Jimmy L. Morales

Dorrian D. Rolle

Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 5th day of October, 2004. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Stephanie R. Miller

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Special Events Staff
Communications Department
111 N.W. 14 Street, Suite 2510
Miami, FL 33128

Phone: (305) 375-2836
Fax: (305) 375-3958

Type of Event/Application (select one of the following):

- ☐ District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- ☐ Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- ☐ Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- ☒ Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

1. Full legal name of the requesting organization: Exponica International, Inc.

2. Applicant Status: (Select one of the choices below)

- ☒ Not-For-Profit or Tax Exempt ☐ Local Government or Public Entity
- ☐ For-Profit
- ☐ County Sponsored Event/Sponsoring Department
- ☐ Other (specify):

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.):

4. Specify fee waiver or in-kind service requested (quantity, if applicable): Police - Metro Dade special events department and Metro Dade Fire Department
Budget Attached

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries): Exponica International 2004, Nov 12, 13 and 14-2004
Description and Purpose see attached.

6. Please select ALL that apply to event:

- ☐ Economic Development: Event supports vitality or growth of the local economy
- ☐ Youth/Education: Event benefits youth of any age and/or offers educational benefits
- ☐ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- ☒ Arts and Culture: Event supports music, theatre, literature, art or culture
- ☐ Environmental: Event benefits environmental concerns or promotes conservation
- ☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)): Miami Dade Fair and Expo Center 10901 SW 24 St Miami, FL 33165
District 11

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION

8. Description of regional or local impact: _____

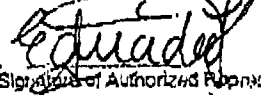
9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): _____

10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): _____

11. Expected number of participants and estimated attendance (per day, if applicable): _____

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): _____

I hereby certify that all the statements made in this application are true and correct.


Signature of Authorized Representative

6/24/04
Date

8224 West Flagler Street
Miami, FL 33144
Phone: (305) 227-2929
Fax: (305) 227-2966



Exponica International 2004

The mission of Exponica International is to preserve the cultural heritage and traditions of Latin America and the Caribbean. This is accomplished by presenting a three day festival and expositions where the music, dance and art of our region is presented to the general public at Fair & Expo Center, Miami.


EXPONICA INTERNATIONAL -FESTIVAL /EXPOSITION '2004

Exponica International is a three-day festival and expositions held during the month of November at Tamiami Park, Miami, FL. In 2004 the event will take place on November 12,13 y 14. This traditional exposition/ festival began in 1991 and since has become a showcase of the influence that Hispanics have had in South Florida.

The event features folkloric ensembles, original handcraft art, and traditional foods from Latin America and the Caribbean. For the 2004 Exponica International musical groups from Bolivia, Nicaragua, Peru, Brazil, Dominican Republic, Honduras, Venezuela, Colombia, Panama and Puerto Rico have been invited to participate in the three day festival and exposition .

The main objective of our project is to encourage a positive environment for the presentation of different Hispanic cultural traditions in Miami-Dade County.

This is implemented by bringing music and dance ensembles from Latin America to perform together with local artists and groups. In order to achieve a complete market penetration, we have already secured in-kind sponsorship of both the Hispanic and non-Hispanic media. By this means we are able to target all the population of Miami-Dade County.

produced by:  **EXPONICA**
INTERNACIONAL

www.exponica.org

3. BRIEF HISTORY OF ORGANIZATION

Exponica is a non-profit multicultural event that was born in 1991 with the purpose of displaying Latin-American cultural activities, products, food, and life style.

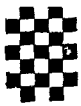
It was a big impact in South Florida for its peculiar characteristic of EXPOSITION AND FESTIVAL displaying more than 200 Artisans and a large group of International music band and folk group (Puerto Rico, Dominican Republic, New York, Nicaragua, Honduras and Colombia).

At the beginning its main purpose was to encourage the production and the commerce of Nicaraguan crafts and to exhibit them in a yearly event in the city of Miami. At the same time this event serves to highlight the multi/ethnic communities through out the United States, while focusing on the identity of the Nicaraguan people.

The successful development achieved through twelve years has made Exponica an International event bringing a lot of attraction to communities with different folk dance, instrument types, International music and the attractive crafts products not only for Nicaraguan but also for all other Latin American communities.

Some of the attractions to the public that attend the festival, are Artisans that make hand braided colorful hammock, primitive paint, coral assembly jewelry, etc. and it is a Family oriented event.

Musical groups and ensembles from Latin America and the Caribbean, together with local musical organizations and artists have participated in our event. Some of the countries represented are Colombia, Venezuela, Peru, Brazil, Nicaragua, Bolivia, Chile, El Salvador, Honduras, Mexico, Puerto Rico, Dominican Republic and Panama.



This Entity is lead by a group of personality direct involve with community activities throughout the year

4. SEASON SCHEDULE

Exponica International is presented during the month of November for three days at the Fair & Expo Center, formerly the Dade County Youth Fair/Tamiami Park, Miami.

The three day festival/exposition has taken place since 1991, featuring the best of Latin American music and traditions, art expositions and the culinary excellence of the participating Latin American countries.

7. DEMOGRAPHIC PROFILE

7a. Demographic composition of staff, board and volunteers

Staff:	2	2 Hispanics	
Board:	5	4 Hispanics	1 African-American
Volunteers:	30	10 Hispanics	10 Non-Hispanics

7b. Geographic area targeted by our organization:

Our organization targets all areas of Miami-Dade County. Three day festival & exposition is advertised in both the Non-Hispanic and Hispanic media and attracts over 60,000 people. Of these approximately 75% are Hispanics and 25% are non-Hispanics.

ADMINISTRATIVE	Weekly	Monthly	Annualy
Executive Director	\$400.00	\$1,600.00	\$19,200.00
Secretary	\$300.00	\$1,200.00	\$14,400.00
Accountant		\$100.00	\$1,200.00
Taxes Payroll 7%			\$3,000.00
Office Rent		\$750.00	\$9,000.00
Telephone & Internet Services/Radios		\$350.00	\$4,200.00
Electricity		\$120.00	\$1,440.00
Office Supply		\$100.00	\$1,200.00
Postage/Courrier		\$100.00	\$1,200.00
Transportation		\$500.00	\$6,000.00
Insurance		\$150.00	\$3,000.00
Miscellaneous		\$100.00	\$1,200.00
Printing			\$1,800.00
Travel			\$1,000.00
Representation Expenses			\$600.00
Total		\$5,070.00	\$68,440.00

Event's Expenses

Convention set up (booths)	\$13,000.00
Park Rental	\$86,000
Police and Fire	\$32,500
Tables 250 x \$8	\$2,000
skirt and covers	\$500
Stage, Sound & Lighting	\$15,000
Personal/Security	\$7,000
Profesional services (us visas)	\$5,000
Musical Bands	\$45,000
Outdoors Tents	\$3,500
Web Site	\$1,000
Comisions	\$1,000
Local Taxes	\$16,250
Walkie Talkies	\$600
Work Material/Didier	\$0
Print Advertising	\$8,750
Radio Advertising	\$22,000
Tv Advertising	\$17,500
T-Shirts&Souvenir	\$1,000
Golf Cars Rental	\$1,200
Rain Insuarance	
Insurance	\$4,500

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Key Person Insurance	
Banners/Billboard	\$6,000
Others	\$20,000
Total	\$309,300.00
Administrative	\$68,440.00
Event's expenses	\$304,300.00
Grand Total	\$372,740.00

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